



USAID | GUATEMALA

DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

SOLICITATION NUMBER: 72052021R10004
ISSUANCE DATE: 02/01/2021
CLOSING DATE/TIME: 02/15/2021

SUBJECT: Solicitation for a **Cooperating Country National or Third Country National Personal Service Contractor (CCNPSC) – (Local Compensation Plan)**

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers.

Any questions must be directed in writing to the Point of Contact specified in Attachment 1.

Sincerely,

Troy J. Tillis
Supervisory Executive Officer



I. GENERAL INFORMATION**1. SOLICITATION No.:**

72052021R10004

2. ISSUANCE DATE:

02/01/2021

3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS:

02/15/2021 before and/or at 3:00 p.m. Guatemalan local time (close of business).

4. POINT OF CONTACT:

Andrea Gramajo, e-mail at agramajo@usaid.gov

5. POSITION TITLE:

USAID Development Outreach and Communications Specialist (Digital Media and Press), FSN-0105

6. MARKET VALUE:

Q.283,056.00 to Q.438,738.00 equivalent to CCN-10. In accordance with **AIDAR Appendix J** and the Local Compensation Plan of *USAID/Guatemala*. Final compensation will be negotiated within the listed market value.

7. PERIOD OF PERFORMANCE:

Five (5) years, estimated to start on (DATE). Candidate must be able to begin working within a reasonable period (04 weeks) after receipt of agency authorization and/or clearances/certifications or their candidacy may end.

The services provided under this contract are expected to be a continuing nature that will be executed by USAID through series of sequential contracts, subject to the availability of funds.

8. PLACE OF PERFORMANCE:

USAID Guatemala, Km 6.5 Final Boulevard Los Próceres, Santa Catarina Pinula with possible travel as stated in the Statement of Duties.

9. ELIGIBLE OFFERORS: CCN or TCN.

Cooperating country national (CCN) means an individual who is a cooperating country citizen, or a non-cooperating country citizen lawfully admitted for permanent residence in the cooperating country. Third country national (TCN) means an individual who is neither a cooperating country national nor a U.S. national, but is a citizen or lawful permanent resident (or equivalent immigration status) of any country other than the countries which are prohibited sources. (See 22 CFR 228.15). Note PSC preferences in ADS 309.3.1.4.

10. SECURITY LEVEL REQUIRED:

Regional Security Office certification.

11. STATEMENT OF DUTIES

1. *General Statement of Purpose of the Contract.*

The Digital Media & Press Specialist works under the direct supervision of the Sr. Development Outreach & Communications Officer (DOC) and is responsible for maintaining the [USAID/Guatemala external website](#), the production of visual and multimedia communications products, and limited local press engagement.

The incumbent is familiar with the Drupal content management system and possesses significant experience in web design, coding in html5, and creating compelling visual content. The Digital Media & Press Specialist has a deep understanding of Guatemalan culture, politics, and key USAID audiences in order to help guide the Mission in design of the most effective outreach materials for web, print, video, social media, tv, and radio distribution. The incumbent will leverage their understanding of the local media landscape to help USAID/Guatemala better engage with local press outlets to pitch stories that cast USAID programs in the most positive light. This position also serves as backup for the DOC and may be asked to draft social media content and perform other communications tasks as assigned.

2. *Statement of Duties to be Performed.*

- **Visual Design (40%):**

Plans, designs, creates, and delivers visual and multimedia elements for Mission engagement with the host-country public, in a variety of formats required for dissemination through online, traditional broadcast, and in-person channels. Visual and multimedia content includes video and audio material; storyboards; graphics; artwork; photos; photo galleries and similar visual and multimedia products.

- Identifies, selects, designs and customizes compelling visual and/or multimedia material for inclusion in strategic communications. Develops and produces custom digital projects in support of specific public engagement goals with target audiences (for example, producing a video in support of specific initiative).
- Defines, designs, and creates original professional quality graphics, infographics, branding, photos, etc., as well as multimedia material to support Mission public engagement with all audience groups, using tools such as Adobe InDesign, Illustrator, Canva, and Photoshop, etc.
- Identifies visual and multimedia products (templates, stock images, video clips) for acquisition from USG sources, third parties, partner institutions and commercial vendors; maintains Mission archive of visual and multimedia materials.
- Designs and provides on-the-job training to Mission staff to expand in-house capacity to shoot quality photos and video.
- Ensures uniformity of aesthetics and branding to support communication activities with all audiences. Ensures that all products comply with federal and host-country laws and USAID policies.

- Creates digital assets including photo, video, graphics for use in video, web and print, social media posts, pictograms, info-graphs, etc.
- Responsible for post-production of visual and multimedia content using Adobe Premiere/After Effects (or equivalent host-country tools); creates closed captioned text files as required; tags and archives all visual and multimedia content as required.
- Official Mission photographer, and responsible for managing Mission photographic resources to ensure that all public events receive photo/video coverage.

- **Digital Presence Management (30%)**

- Identifies strategic goals, messages, and audiences for the website, aligning with Mission, Bureau, and Agency themes and objectives.
- Frames messaging and content structures in support of goals and objectives. Maps the structures against website content architecture requirements while optimizing the user experience. Identify gaps and facilitate remediation.
- Curates real-time, 24-hour, social media channels including responding to social media inquiries and comments. Provides reports regarding social media channels performance.
- Manages web analytics reporting needs, including intersection with other media channels. Ensures web content structures/architectures are optimized for analytics reporting. Advises on best practices where media channels intersect. Develop web analytics reports, as necessary.
- Manages collaborative process to re/develop content for the web medium according to best practices. Provides editorial and content support, translating complex messages and technical information into an understandable, efficient, and meaningful experience appropriate to a variety of audiences. Ensures compliance with USAID branding and writing style.
- Develops webpage wireframes in Google Docs for collaborative editing, approvals, and clearance.
- Recommends and implements changes to the presentation, style and functionality of the website. Ensures compliance with USAID Graphics Standards, web standards, and marking requirements.
- Determines copyright, credit, and marking needs for all visual media to be used on the website. Masters visual media for the web medium, including color correction, luminance optimization, resolution, compression, and open/closed captions and credit.
- Upon approval of webpage wireframes, codes and upload content within USAID's web content management system (Drupal SCMS). Develops custom scripting and stylesheets where needed. Ensures responsive design for USAID's defined desktop, tablet, and mobile device breakpoints (to accommodate various user screen sizes). Ensures semantic tagging, machine readability, and search engine optimization as well as compliance with all U.S. Government laws and policies on accessibility (including Section 508 of Rehabilitation Act of 1973, as amended). Embeds node metadata for asset identification.
- Employs an iterative, agile development approach aligning with a long-term web content roadmap that is regularly reassessed against emerging experiences and priorities.

- Employs advanced web content management techniques for efficient aggregation and cross-referencing of content.
- Liaises with USAID's CIO Helpdesk, LPA Web Team, and LPA Social Media Team to publish content.

- **Press Support (20%):**

Under the guidance of the Mission Leadership, the Senior DOC, and Embassy Public Affairs (PAS) team, supports the Mission to develop relationships with local media outlets and translate Mission success stories into the language and format appropriate for local press consumption.

- Serves as coordinator of media inquiries, working with DOC team, PAS, and technical staff to respond in a timely fashion. Distributes press invites and releases.
- Drafts briefing documents, press releases and media notes, press plans, talking points and any other documents necessary for press engagement. Translates any documents necessary for press engagement.
- Monitors on-line, print, and broadcast media. Produces daily press summary and weekly news analysis. Continually updates the DOC team on dominant or breaking news stories, narratives, and perceptions of U.S. policy. Integrates reporting from social media and analytics sites into press reporting. Monitors and reports on media environment in the capital and interior of the country, including number and influence of media outlets and circulation/audience statistics. Assists DOC team to Incorporate this information into strategic messaging and planning documents.
- Maintains a wide network of journalists, NGO spokespersons, government communications officials, editors and media outlet owners, editorialists and op-ed writers, and other individuals influential in the media. Maintains a contact database that is available to the entire DOC team.

- **Strategic Planning, Embassy Coordination, & Administrative Functions (10%)**

- Researches, tracks, and analyzes countrywide and regional digital trends to identify changing audience preferences for content structure and format, including graphic, video, photo and audio components. Tracks audience demographics, interests and information consumption preferences. Actively plans at least six months in advance to schedule production of multimedia and other digital products for editorial calendar, as well as multiple products for the projected slate of Mission programs and activities. Working with the DOC and Embassy PAS team, analyzes impact of prior visual and multimedia products to fine-tune plans for future projects and initiatives, including social media.
- Recommends best practices for visual and multimedia components of Mission external communication.
- Drafts office correspondence in English and Spanish, including proposals, scripts, audience preference trends and evaluation reports. Provides informal interpretation and translation from/to English and Spanish when required.

- Liaises and coordinates with the U.S. Embassy Front Office and Public Affairs team, when necessary, on public events, press engagement, multimedia deliverables.
3. ***Supervisory Relationship.*** The Digital Media & Press Specialist will work under the direct supervision of the USPSC Senior DOC within the Planning and Program Support Office (PPSO). Assignments are made orally and in writing, but the specialist is also expected to manage their own time, propose work that will benefit Mission communication objectives, and prioritize work based on availability of resources and strategic impact. Most assignments occur in the normal course of the work, but the specialist will be required to determine those that must be coordinated with the supervisor. The supervisor provides a review of the assignment, the goals and objectives to be achieved, and the results expected. Work is reviewed in terms of results achieved.
 4. ***Supervisory Controls.*** Supervision of USAID/Guatemala staff is not expected.

12. PHYSICAL DEMANDS:

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

1. **EDUCATION:** University degree in political science, international affairs, journalism, design, advertising, communications, film, photography, arts or local equivalent is required.
2. **PRIOR EXPERIENCE:** This position requires a total of at least three years of progressively responsible experience in design, creation and packaging of visual and multimedia content for digital marketing, advertising or mass communications purposes, including extensive experience as an advanced end user of industry standard desktop and mobile software applications, internet and related communications technologies, and integration of visual content into web content management systems. Portfolio consisting of 3-5 examples of past communications products that you have personally and individually designed and created that demonstrate your ability to communicate complex messages in clear, creative, and engaging ways. At least one sample should demonstrate mastery of visual aesthetics and design. These samples could include: video, photography, infographics, graphic elements, press releases, social media posts, press articles, website design, newsletters, etcetera.
3. **LANGUAGE:** Level IV (fluent) written and spoken English language proficiency. Level IV (fluent) written and spoken Spanish language proficiency.

III. EVALUATION AND SELECTION FACTORS

The following evaluation factors for screening minimally qualified applicants are established. The Technical Evaluation Committee will establish the competitive range/cut-off points per the evaluation factors listed below:

1. 60% Technical Knowledge, Skills and Abilities
2. 30% Work History / Professional Experience
3. 10% Education & Language Proficiency

Applicants are encouraged to provide a narrative for each selection criteria listed above in the form of a cover letter. This information will be used for evaluating and scoring each minimally qualified applicant. **The TEC will conduct interviews with all offerors in the competitive range and provide the final rating and ranking of the offerors based on the interview, a written exercise, and/or case study exercise, and the CO must consider findings from the reference checks as part of the hiring determination.**

Be sure to include your name and the solicitation number at the top of each page.

The Government may award a contract without discussions with offerors in accordance with [FAR 52.215-1](#). The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to [FAR 15.306\(c\)](#). In accordance with [FAR 52.215-1](#), if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

USAID Policy specifies that a cooperating country national (CCN) is preferred over a third country national (TCN). Therefore, CCN and TCN offers will not be evaluated together. USAID will evaluate CCN offers first and if the CO determines that there are no qualified CCNs, only then will USAID evaluate TCN offers.

IV. SUBMITTING AN OFFER

1. Eligible Offerors are required to complete and submit the offer including the documents detailed below:
 - a. Form DS-174 Application for U.S. Federal employment. (Find it [HERE](#))
 - b. Cover letter.
 - c. Past communications products portfolio
 - d. Salary history
 - e. Resume written in English.
 - f. Copy of Personal Identification Document.
2. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I**.
3. Offerors submissions must clearly reference the Solicitation number on all offeror submitted documents.
4. Copies of credential documents (i.e., degree, training certificates, etc.)

5. Application must be submitted ONLY via guatemalavacancies@usaid.gov and the email subject must say: **SOL72052021R10004, DOC Specialist, CCN-PSC-10.**
6. Please submit the application **only once.**
7. Late and incomplete applications will not be considered; the application must be submitted before or on the date of filing at 03:00 p.m. (Close of Business).

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

Once the Contracting Officer informs the successful Offeror about being selected for a contract award, the CO will provide the successful Offeror instructions about how to complete and submit the following forms.

1. Security Eligibility/Facility access
2. Medical Clearances or Statements
3. Other required documents, in coordination with relevant M/Bureau offices regarding contractor workspace, use of government furnished equipment, and remote access as applicable.
4. Financial Disclosure, as appropriate

VI. BENEFITS AND ALLOWANCES

As a matter of policy, and as appropriate, a PSC is normally authorized the following benefits and allowances:

1. **BENEFITS:**
Group life insurance, medical coverage, retirement plan, annual leave and sick leave, Bonus 14, Christmas Bonus.
2. **ALLOWANCES:**
Miscellaneous benefit allowance.

VII. TAXES

The employees are responsible for calculating and paying local income taxes. The U.S. Mission does not withhold or make local income tax payments.

VIII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs

USAID regulations and policies governing **CCN and TCN PSC** awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix J**, “Direct USAID Contracts With a Cooperating Country National and with a Third Country National for Personal Services Abroad,”

including contract clause “General Provisions,” available at https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf

2. **Contract Cover Page** form **AID 309-1** available at <https://www.usaid.gov/forms>
3. Acquisition & Assistance Policy Directives/Contract Information Bulletins (**AAPDs/CIBs**) for Personal Services Contracts with Individuals available (AAPD 06-08 and 03-11) at <http://www.usaid.gov/work-usaid/aapds-cibs>
4. **Ethical Conduct.** By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the “**Standards of Ethical Conduct for Employees of the Executive Branch,**” available from the U.S. Office of Government Ethics, in accordance with **General Provision 2** and **5 CFR 2635**. See <https://www.oge.gov/web/oge.nsf/OGE%20Regulations>

EQUAL EMPLOYMENT OPPORTUNITY:

The U.S. Mission in Guatemala provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. USAID/Guatemala also strives to achieve equal employment opportunity in all personnel operations.

The EEO complaint procedure is available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

***** END OF SOLICITATION *****